

Store Hours, 9 to 5.30

Sold 12,500 pounds of coffee in three days last week—just family orders. As for Postum "there is a reason."

GIMBEL BROTHERS

MARKET · CHRISTNUT · BIGHTM · NINTM
FOR TUESDAY

Monday, November 22, 1920
It's the Talk of the Town
Columbia Talking Machines, \$80, \$95, \$110, \$120 for several of the best models, Piano Section open tonight till 10.

Sale Extraordinary

SECOND FLOOR

OF

And SUBWAY STORE

Queen Quality

REG. U.S. PAT. OFF. T.G.P. CO.
SHOES



REG. U.S. PAT. OFF.



Patent Leather Vamp Mouse Brown Top

An offer without precedent in Philadelphia.

Thomas G. Plant Company of Boston has made Queen Quality stand for so much in shoes that they are sold exclusively in twenty-two stores and are the chief dependence of three thousand, eight hundred (3800) agencies, and—

The Works Have Capacity of 15,000 Pairs Daily



Tan Calf Black Kid

But when the public declared an "open season" for the killing of high prices, they just stopped buying. That was the weapon. Of course, the buying didn't stop entirely, but it slowed down, and the Plant Co. awoke one morning to an overstock of—

Thirty-eight Thousand Pairs

Word was sent to Gimbel's. Here are the shoes—Philadelphia's share—the very shoes the Plant Company counted as \$10 to \$16 values—Tan calfskin Brogues, wing tip. Tan Russia calf lace Boot, welted soles, military heels.



Gray Kid

Brown Kidskin Boots, Louis heels. Gray Kidskin Boots, welted soles, military heels. Gray Kidskin Boots, Louis heels. Patent leather dress shoes. Black kidskin dress shoes. Brown Kidskin Boots with light tan tops. Growing Girls' tan and black Boots with low heels—light-weight and heavy-weight shoes for all occasions—all high shoes for winter.

Sizes 2½ to 7, AAA to D. And the price on every pair is—

\$4.85

Worth doing—worth a big money loss to use this stock as a stepping-stone to new prices. The Thos. G. Plant Company has set its face to the morn of new conditions.

Already the largest plant in the world devoted exclusively to the making of women's shoes, it is being enlarged. It was good business when—

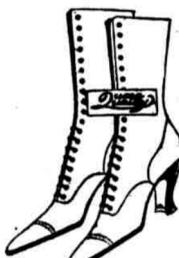
The Thomas G. Plant Co. Dropped Tens of Thousands of Dollars on This Sale to Us: Yours to Pick Up

Vast space for the orderly and comfortable fitting and selling of these shoes—Two Hundred Salespeople.

—Gimbels, Main Aisle of Second Floor and Subway Store Section



Patent Leather or Brown Kid With Light Kid Top



Gray Kid Tan Kid



Black Kid Beaver Brown Kid



Beaver Brown Kid Black Kid



Tan Calf Black Calf



Gray Kid Beaver Brown Kid



Tan Calf Black Calf



Black Kid



Brown Kid Vamp Brown Cloth Top

A Sale with a Purpose 16,000 Undergarments for Men

Savings Running to Half



Roxford



Shirts : Drawers : Union Suits

The Roxford Mills have been a Philadelphia institution for thirty-two years.

They built their fame on light-weight or summer underwear—known and sold everywhere.

Three years ago the mills launched a full line of—

Winter-weight Underwear

—as splendidly good as its standard lines of the other weight.

In the changing values of yarns, it has been thought best to immediately make radical price-changes in this winter line and to use the occasion to win

A Hundred Thousand New Friends for Roxford Underwear

The Gimbel Store stages this large movement and thoroughly endorses the goods.



- Lot 1** Shirts and drawers—Derby-ribbed; knit of double-carded yarn. Shirts have sateen fronts and pearl buttons; Drawers have adjustable waistband and are twill faced, with taped fronts. Shirt sizes, 34 to 48. Drawers 32 to 46. **95c** a garment
- Lot 2** Shirts and Drawers—medium-weight cotton, really looks like worsted. Shirts are English finish; sateen faced; pearl buttons. Drawers finished just as carefully. Shirt sizes, 34 to 48. Drawer sizes, 32 to 46. **\$1.18** a garment
- Lot 3** Union Suits—gray, ecru and white—all winter weight; various finishes. Re-inforced crotch; which should double the life of the garment. Sizes 34 to 48. This is the star feature of an all-star offering. **\$1.75**
- Lot 4** Union Suits—three weights—worsted-mixed. Natural color. Re-inforced crotch—a big Roxford feature. Sizes 34 to 48. **\$3.28**

This sale should appeal to men of every walk of life—the garments being in weights right for the man who lives with steam-heat during working hours, but has an hour of winter, morning and night, and for the man who bucks the weather as it comes.

—Gimbels, Underwear Section; Grand Aisle and Subway Store

Great Sale of Columbia Grafonolas At Reduced Prices—and on Easy Terms

E-2 Grafonola Now \$80	F-2 Grafonola Now \$95	G-2 Grafonola Now \$110	H-2 Grafonola Now \$120
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Prompt Selection is Suggested—They Are Going Fast!

The Columbia is one of the country's "Big Four" Talking Machines, and has hitherto been held to fixed prices everywhere. Now—right ahead of Christmas—these superbly cased Grafonolas are at reduced prices and on easy terms.

This Sale Means—

\$80 for E 2	\$120 Columbia Grafonolas
\$95 for F 2	\$140 Columbia Grafonolas
\$110 for G 2	\$150 Columbia Grafonolas
\$120 for H 2	\$165 Columbia Grafonolas

Columbia Grafonolas play all flat (disc) records.

Columbia Records Also Reduced

69c for the \$1.00 records
89c for the \$1.25 records
\$1.10 for the \$1.50 records
\$1.39 for the \$2 records
\$1.75 for the \$2.50 records
\$1.95 for the \$3.00 records

The Music Section Will Be Open Evenings Till 10 o'Clock

—Gimbels, Hardman Hall, Seventh floor, also Subway Store